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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Yaron REICH
Assignee: Nooly Technologies Ltd.
Serial No.: 10/587, 002
Filed: 20 July 2006
Title: LBS Nowcasting Sensitive Advertising and Promotion System and Method
Confirmation No.:
Attorney Docket: 2000/4/1

POWER OF ATTORNEY

The individual attorneys Bruce E. Lilling (Reg. No. 27,656) and Sean Liam Kelleher (Reg. No. 54,212) and patent agent Dr. D. Gracser (Reg. 40000) hereby appointed as the attorneys to prosecute the above-identified application and to transact all business in the United States Patent and Trademark Office in connection therewith. Kindly conduct all correspondence with

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All prior Powers of Attorney are expressly revoked.

Respectfully submitted,

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For: Nooly

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